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ABSTRACT

This report describes a project conducted to address National Education Goal #5 (every adult American will be literate) by developing a cooperative network of literacy and job skills providers and encouraging lifelong learning in a Pennsylvania community. The communitywide network that was formed developed a strategic plan emphasizing community awareness and recruitment. The goal team made use of a statewide literacy awareness campaign and conducted a family literacy project that combined goals 1 and 5. The project successfully initiated or extended collaborative efforts to recruit adult students and deliver services. The brief project report is followed by appendices that contain the following: Goal 5 team reports, strategic decision-making steps, action targets, information on the family literacy project, and team meeting minutes. (MN)

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ED 404 502

National Education Goal #5: Marketing the Goal

by Carol Molek
Adult Education Director
TIU Adult Education and Job Training Center

1994-1995

Tuscarora Intermediate Unit #1
Adult Education and Job Training Center
MCIDC Plaza - Building 58
One Belle Ave
Lewistown, PA 17044

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project number: 99-5019

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- Strategic Decsion Making
- Action Targets
- Jumparoo and Bookwinkle
- Team Meeting Minutes

ABSTRACT

Title: National Education Goal #5: Marketing the Plan
Project Director: Carol Molek **Contact person**: Carol Molek
Agency: Adult Education and Job Training Center
MCIDC Plaza - Building 58
One Belle Avenue
Lewistown, Pa 17044
717-248-4942
Project #: 99-5019 **Funding**: $3750
Purpose: *National Education Goal #5: Marketing the Plan* was designed to address the adult literacy goal through locally developed strategic planning and activities.
Objectives were:
to establish a community-wide network of adult literacy/basic education/continuing education/worker training resources; to develop a strategic plan emphasizing community awareness and recruitment; to document the process through a final report for statewide dissemination.
Procedures
A community-wide network was established by inviting participation in the Goal #5 task force/team. There was wide representation of the community with members representing many aspects of the community. ABE students and alumni added much to the group. Strategic planning was ongoing all year.
We originally envisioned much work on the strategic plan that would be followed by activities generated from the plan. Implementation of action items from the plan was supposed to come late in the program year. This was not the reality. Because the group was very action oriented, planning took into account activities that were ongoing and then looked forward to plans for the future.
Summary of Findings
National Education Goal #5: Marketing the Plan successfully met its objectives. The project served to draw together resources in the community and to create a better atmosphere for recruitment of students and delivery of services to needy adults. Such a collaboration of community planning is recommended to all areas desiring to work towards achievement of Goal 5. In fact, in a time of diminishing resources and increased demands for our services such collaborations are essential. Planning to most effectively utilize all resources in a community will be the only means of survival.
Although this project and those similar are a major undertaking the value in meeting our goals is worth the effort.
Comments
The actual costs to deliver this program went far beyond the small grant in staff time alone. With more and more demands on staff time this becomes a definite problem in the planning process. The irony is evident: planning is essential for the future of our programs and yet time to do planning is increasingly hard to find or afford.
Products: Product of the project is the final report

INTRODUCTION

Purposes

National Education Goal #5: Marketing the Plan was a mini-grant targeting a local need. This special demonstration project was designed to enhance our Adult Basic Education (ABE) program and to benefit the adult and business communities at large.

The rationale for the development of this project came in part from the establishment of a local Goals 2000 effort in Mifflin County. This establishment of a community effort paralleled the work of those literacy providers in working towards a plan to meet Goal 5. This grant then allowed us to actively develop a Goal 5 team as part of Mifflin County 2000.

Time Frame

The time frame for *National Education Goal #5: Marketing the Plan* was 7/1/94-6/30/95. Activities took place throughout the project year. Monthly meetings were held of the entire Goal #5 membership; committees met as needed; project staff attended MC 2000 Goal leaders' meetings and Board meetings as scheduled.

Project Staff

Project director was Carol Molek, Adult Education Director of the Adult Education and Job Training Center in Lewistown. Ms. Molek has over eleven

years experience coordinating and directing adult education programs. She has been the director of fifty 353 projects. Ms. Molek is an elected Board member of MC 2000 and co-chaired the Goal #5 team and task force.

Debra Kennedy-Smith was a part time outreach coordinator for the Adult Education and Job Training Center the first 2 months of the project. When she left this position she continued to assist on the project by being an active member of the Goal #5 team. Ms. Kennedy-Smith was involved with the group which initially introduced the America 2000 National Education Goals to the local area and called the community to action. A former communications administrator for a multi-plant corporation, she is experienced in developing marketing promotion and communication plans designed to meet the diverse needs of varying constituencies.

The project was truly a community effort. Many volunteers participated in the planning and implementation of project activities throughout the year. The success of the project belongs to all the participants.

Audience

The audience for this report are adult educators throughout the state interested in actively developing a Goal #5 action committee in their communities. Activities of this project may be adopted within the national education goals structure or be part of a community coalition of another design.

Dissemination

Dissemination of this report will be made through our office, the Regional Staff Development network, and the PDE Resource Centers. Permanent copies will be available through:

AdvancE
Pennsylvania Department of Education
333 Market Street
Harrisburg, Pa 17126-0333

or

Western Pennsylvania Adult Literacy Resource Center
5347 William Flynn Highway
Route 8
Gibsonia, Pa 15044

BODY

Statement of Problem

Goal #5 of the eight national education goals states that by the year 2000, every adult American will be literate and will possess the knowledge and skills necessary to compete in a global economy and exercise the rights and responsibilities of citizenship. *National Education Goal #5: Marketing the Plan* was designed to address that goal through locally developed strategic planning and activities.

Our plan was to involve a cooperative network of literacy and skills providers while encouraging opportunities and a quest for life-long learning within the community. The project was intended to re-vitalize the existing Mifflin-Juniata Adult Literacy Coalition by broadening the scope of collaboration and creating a grassroots effort represented by all stakeholders. Participants included those from education, social services, business, industry, and the larger community.

This community based body served to inventory and coordinate existing services, investigate other efforts for local adoption, and develop plans and activities for our community with emphasis on community awareness and recruitment.

Goals and Objectives

Objectives for *National Education Goal #5: Marketing the Plan* were:

- to establish a community-wide network of adult literacy/basic

education/continuing education/worker training resources

· to develop a strategic plan emphasizing community awareness and recruitment

· to document the process through a final report for statewide dissemination

Procedures

Procedures for *National Education Goal #5: Marketing the Plan* was a multi-step building process. Steps included:

· inventory of local resources and Goal #5 efforts in other communities

· evaluate efforts for local adoption

· develop a strategic plan for local implementation

· implement the plan with community action with emphasis on community awareness and recruitment

Results of Objectives

· to establish a community-wide network of adult literacy/basic education/continuing education/worker training resources

This objective was successfully met. A community-wide network was established by inviting participation in the Goal #5 task force/team. There was wide representation of the community with members representing many aspects of the community: education, social services, business, industry. ABE

students and alumni added much to the group. This group met every other month throughout the year. From the larger committee, work groups were formed and took on various assignments such as activity planning and strategic planning.

·to develop a strategic plan emphasizing community awareness and recruitment

This objective was also met. Strategic planning was ongoing all year. A sub-group of the larger task force worked on the strategic plan. This committee would then report back at monthly meetings to the larger group. This system worked well with the committee receiving valuable input from members of the community. Details of the planning process are attached as an appendix.

We originally envisioned much work on the strategic plan that would be followed by activities generated from the plan. Implementation of action items from the plan was supposed to come late in the program year. This was not the reality. Because the group was very action oriented, planning took into account activities that were ongoing and then looked forward to plans for the future.

There were many immediate concerns of Goal Team #5. The committee was immediately thrust into action because of several external factors. One was the PA 2000/Mellon Bank call to action and September Literacy statewide awareness campaign. Not wanting to miss the exposure of this activity many of our initial efforts were in utilizing this state-wide publicity

locally.

Another activity that demanded much of our time and attention was a joint project between Goal #5 and Goal #1: All children will come to school ready to learn. This project involved community wide activities with Jumparoo, the reading kangaroo, to promote family literacy. Jumparoo was originally developed under another 353. In the spring of '94 we had Jumparoo visit the community for several days. In order to not lose the momentum of this experience we scheduled a return of Jumparoo in the fall. The organization and implementation of the Jumparoo reading campaign took priority over strategic planning.

At the beginning of the project year Goal Team #5 was awarded an additional grant by Mellon Bank to create our own Jumparoo type character to utilize in family literacy efforts. A sub-committee was formed and Bookwinkle, a large moose with an enthusiasm for reading, was born. Bookwinkle was created by one of our participants and will be used extensively in parades, community events, family literacy workshops, and schools.

To increase community awareness of literacy issues, many presentations were made by Team members. A day long in-service for elementary school teachers was presented on collaborative parent-teacher efforts. Presentations were made for WIC clients, Early Start staff, Housing Authority staff, Parent Advisory groups, and Head Start staff and parents. Information was disseminated at all school Open Houses and community events.

Although the importance of strategic planning was never minimized it was delayed because we did not want to miss the opportunities for these

excellent community awareness activities.

·to document the process through a final report for statewide dissemination

Outcomes of this project will be disseminated through this report.

Evaluation

Evaluation of *National Goal #5: Marketing the Plan* was based on:

· establishment a committee to address the goal within the larger framework of MC 2000. This was successfully achieved. The committee was active throughout the year and remains active into the next project year with many activities to maintain itself into the future.

· development of strategic plan emphasizing community awareness and recruitment. It is a working, ongoing document based on the "evergreen" concept of planning; i.e., the planning process never ends but rather goes through cycles of continually looking at goals and future plans.

Procedures for Dissemination

Dissemination of this report will be made through the Tuscarora Intermediate Unit, the Regional Staff Development system, PDE, AdvancE, and the Western Resource Center.

Conclusions and Recommendations

National Education Goal #5: Marketing the Plan successfully met its objectives. The project served to draw together resources in the community and to create a better atmosphere for recruitment of students and delivery of services to needy adults in the community. Such a collaboration of community planning is recommended to all areas desiring to work towards achievement of Goal 5. In fact, in a time of diminishing resources and increased demands for our services such collaborations are essential. Planning to most effectively utilize all resources in a community will be the only means of survival.

One very positive aspect of this project was the extended collaboration among each of the eight goal teams. We had expected and planned for collaboration within our team. We did not anticipate the extent of overlapping among the teams and their goals. We met several times over the project year with the chairs of all the teams, shared goals and information, and identified areas where we could work in a coordinated manner to achieve optimum results. This was a very exciting aspect of the project.

Such a process is time intensive. The actual costs to deliver this program went far beyond the small grant in staff time alone. With more and more demands on staff time this becomes a definite problem in the planning process. The irony is evident: planning is essential for the future of our programs and yet time to do planning is increasingly hard to find or afford.

There is much work in recruiting a variety of stakeholders and convincing them that they are, indeed, stakeholders and that the literacy skills in our population have direct impact in the growth and prosperity of our community.

In working on any such volunteer effort there are problems of inconsistent participation. We were fortunate in this project to have a core of dedicated people serving on the committees. They certainly created the framework for our successful activities. Although this project and those similar are a major undertaking the value to meeting our goals is worth the effort.

Sources

PAACE, "Strategic Decision Making," Spring, 1993

Shafer, Dehra; Shafer, Ron, "Strategic Planning for Quality," 1995

Simerly, Robert, Strategic Planning and Leadership in Continuing Education, Jossey-Bass, San Francisco, 1989

Appendices

MC 2000 Goal 5 Reports

Strategic Decision Making

Action Targets

Jumparoo and Bookwinkle

Team Meeting Minutes

MC 2000

Goal 5

Reports

MC 2000 Goal 5 Report

Activities of Goal Team 5 continue to be community service and awareness oriented. Our objective of increasing the value of literacy achievements in our community is at the forefront of our planning. There is real concern within the committee that literacy is not valued in Mifflin County. Our aim is to increase sensitivity to the importance of literacy skills and lifelong learning. Outreach activities include presentations for groups such as parent advisory committees, Early Start, Head Start, WIC, and McCoy Manor. Strategic planning is ongoing.

Fundraising activity for spring will be the sale of Book Pins. These pins with miniature books and messages of educational support are each unique and have been very successful elsewhere.

Plans are in the works for the purchase of a costume to be used similarly to Jumparoo. The character will be owned by MC 2000 and can be used to inspire a love of learning through many activities throughout the year. "Bookwinkle" will visit with children and their parents to promote the message that learning, at any age, can be fun.

Goal Team 5 invites interested community members to join us in our planning. Anyone interested should call either of the co-chairs: Carol Molek (248-4942) or Cathy Forsythe (242-2391).

2/2/95

MC 2000 Goal 5 Report

5/5/95

Activities of Goal Team 5 continue to be community service and awareness oriented.
Our objective of increasing the value of literacy achievements in our community is at the forefront of our planning. Our aim is to increase sensitivity to the importance of literacy skills and lifelong learning. Recognition events and promotions are planned.
The sale of Book Pins as a fundraising activity continue. These pins with miniature books and messages of educational support are each unique and have been very successful elsewhere. Pins are available at the Adult Education and Job Training Center for $10.

Plans continue for the purchase of a costume to be used similarly to Jumparoo. The costume will be locally made. The character will be owned by MC 2000 and can be used to inspire a love of learning through many activities throughout the year. "Bookwinkle" will visit with children and their parents to promote the message that learning, at any age, can be fun.

Members of the team will apply for a MC 2000 incentive grant to deliver family literacy services to the community.

Discussion was held about the growing need in our community for ESL (English as a Second Language) services. There is an expanding segment of our area of non-English speakers.

Goal Team 5 invites interested community members to join us in our planning. Anyone interested should call either of the co-chairs: Carol Molek (248-4942) or Cathy Forsythe (242-2391).

MC 2000 Goal 5 Report

7/25/95

First year Goal 5 team activities have been winding down and activities for the new program year are being planned.

MC 2000 purchased a costume to be used in family literacy activities in the county. Funds for the costume came from the Mellon Bank grant written to enhance literacy awareness in our community. The costume will be used in ways similar to Jumparoo, the reading kangeroo that visited the county last fall. The costume was locally made by seamstress, Marianne Beaver. The character is owned by MC 2000 and can be used to inspire a love of learning through many activities throughout the year. Plans include appearances in parades and community events, library children's room visits, family literacy workshop visits, and visits to elementary and pre-schools. The character is a very large moose named, Bookwinkle. "Bookwinkle" will visit with children and their parents to promote the message that learning, at any age, can be fun.

Members of the team applied for and received a MC 2000 incentive grant to deliver family literacy services to the community. The project, "Right Start" will be a cooperative effort of the Adult Education and Job Training Center and Head Start. Workshops for parents will be held throughout the project year.

Goal team 5 members will continue to promote improved literacy in the community by sponsoring various community awareness activities. Team members will speak on behalf of Goal 5 as requested.

Goal Team 5 invites interested community members to join us in our planning. Anyone interested should call either of the co-chairs: Carol Molek (248-4942) or Cathy Forsythe (242-2391).

Strategic Decision Making

MC 2000-GOAL TEAM 5
STRATEGIC DECISION MAKING
STEPS

Step 1: Management Audit

Purpose: A snapshot of the present situation of literacy needs and services in MC; that is, internal and external factors. Internally we will examine: who is served, present programming. Externally ,we will examine the larger community, current and future needs.
Results: Work has been done on this step.

32% adults with no h.s. diploma
11% adults with less than 8th grade ed
4.1% on cash assist
14.9% on med card only
9.4% rec food stamps
7.3% unempl (1/95)
over 15,000 in need of services
1.2% served of those in need in 92-93
13.4% living below poverty level

who served.
present programming.
larger community - present and future needs.

Step 2: Values Clarification

Purpose: Determine what values are important in setting direction of future actions.
Results: values to be maintained...
values that provide opportunity...
HOW LITERACY IS VALUED IN MIFFLIN COUNTY. Status of literacy attitude and support in community. How to establish literacy as a basic need for all members of community. Reality check: loss of funding imminent. Programs will fade away or be absorbed.

Step 3 Mission Statement

Purpose: Designing a mission based on the results of the management audit and determined values.
Result:
The mission of the Goal 5 task force is to increase community awareness of literacy needs, identify needs and develop a plan to address those needs.

Step 4: Goals and Objectives

Purpose: Establish goals (large, generalized statement that points direction; too general to be meausured; short and easy to understand) and objectives (subset of goals; measurable in time and space, delegated for implementation, and assigned a completion date).
Results:

- sponsor community awareness activities
- develop speakers' bureau
- develop collaborative relationships among literacy providers, social service providers, buysiness, induustry in order to maximize resources
- develop family literacy activities
- explore literacy and training needs of industry
- explore alternative funding sources
- recruit new goal team members

Step 5: Action Plan

Purpose: Determine how the goals and objectives will be operationalized.
Results: ongoing

Step 6: Reality Test

Purpose: Test of action plan
Results: ongoing

Step 7: Feedback System

Purpose: Determine how goals will continue to develop
Results: Continuation of Goal team #5 bi-monthly meetings

Strategies planned for 1995-1996

Objective 1:
Continue to promote improved literacy in the community by sponsoring various community awareness activities. Team members will speak on behalf of Goal 5 as requested. A speakers' bureau of successful literacy students will also be developed and will participate in presentations.

Objective 2:
Further develop collaborative relationships among literacy providers, social service providers, education providers, business and industry in order to maximize services to the community in the face of diminishing funds for literacy.

Objective 3:
Develop family literacy events and activities for the community promoting the concept of "parents as first teachers." As part of this objective, utilize the "Jump Into Reading" model by creating the Bookwinkle personality.

Objective 4:
Explore literacy education and training needs of local business/industry and respond to those needs.

Objective 5:
Explore funding opportunities and fundraising activities to maintain services to needy adults in our community.

Objective 6:
Recruit new team members.

Action

Targets

ACTION TARGETS
GOAL 5
ADULT LITERACY

1.1 jul Increase task force membership

1.2 jul Appoint co-leader

1.3 jul Fundraising (Mellon Bank, PDE 353)

2.1 aug plan sept literacy promotion

2.2 aug begin strategic plan

3.1 sept implement sept literacy campaign

3.2 sept continue with long range planning

SHORT TERM
ACTION TARGETS

1.1	(Sept)	Literacy promotion
1.2	(Sept)	media campaign
1.3	(Sept)	other awareness activities
2.1	(Sept)	publicize Gov's proclamation
3.1	(Sept)	subscribe to Goal Line
4.1	(Sept)	mission statement
5.1	(Oct)	adoption of mission statement
5.2	(Oct)	development of goals
6.1	(Oct)	coordination with Jumperoo activities

SHORT TERM
ACTION TARGETS

1.1 (Oct) MCSD in-service
1.2 (Oct) Strategic plan process design
1.3 (Oct) Jumperoo coordination

2.1 (Nov) Strategic plan needs research
2.2 (Nov) Jumperoo activities

3.1 (Dec) Strategic plan continuation

SHORT TERM
ACTION TARGETS

1.1 Jumparoo follow-up
1.2 Jumparoo costume
1.3. Jumparoo plans

2.1 Book pin fundraising: seed $ for Goal 5

3.1 Community literacy awareness activities
3.2 Parent advisory presentations
3.3 Early Start
3.4 WIC
3.5 Head Start
3.6 Kid Connection
3.7 McCoy Manor

4.1 Strategic Plan

Jumparoo

&

Bookwinkle

Tuscarora Intermediate Unit
Adult Education and Job Training Center

CAROL MOLEK
Adult Education Director

ADELE T. CRAIG
Employment/Training Director

Dear Friends,

Enclosed please find the *Jump Into Reading* information as discussed on the phone. We hope you will find the tape and materials helpful in educating everyone about the importance of reading.

We will be contacting you within the next few weeks to see how you have utilized the tape. In the mean time, please call us with any questions you may have or to request any support or training that we may offer.

Sincerely,

Carol Molek
Adult Education Director

Allison Fisher
Curriculum
Coordinator/Instructor

Tuscarora Intermediate Unit

Adult Education and Job Training Center

CAROL MOLEK
Adult Education Director

ADELE T. CRAIG
Employment/Training Director

November 3, 1994

Dear Community Member:

Enclosed please find a copy of the tape "Jump into Reading". This tape is being shown during visits from Jumparoo, a mascot for Family Literacy. Also enclosed find a schedule of Jumparoo appearances in the community. The tape may be loaned to parents who are interested in reading with their children. If you have any questions please contact me at 248-4942.

Sincerely,

Allison L. Fisher
Curr. Coordinator/Instructor

MCIDC Plaza ♦ One Belle Avenue ♦ Building 58 ♦ Lewistown, PA 17044
(717) 248-4942 (717) 248-8610 FAX

TIU 11 is an equal rights and opportunities educational service agency.

JUMPAROO SCHEDULE

MONDAY NOV. 7	**ARMAGH**	8:45-9:15 amK and 1st	12:30-1 pmK and 2nd
	UNION	10:15-10:45 amK and 1st	2 - 2:30 pmK and 2nd

TUESDAY NOV. 8	**DERRY**	8:45-9:15 amK and 1st	2:15-2:45 pmK and 2nd
	BROWN	10:15-10:45 amK and 1st	1-1:30 pmK and 2nd

WEDNESDAY NOV.9	**HIGHLAND**	8:45-9:15 amK and 1st	1:45-2:15 pmK and 2nd
	E. DERRY	10:15-10:45 amK and 1st	12:45-1:15 pmK and 2nd
	MIFFLIN CO. LIBRARY 7-7:30PM STORY TELLING		

THURSDAY NOV. 10	**7TH WARD**	8:45-9:15 amK and 1st	1:45-2:15 pmK and 2nd
	BUCHANAN	10-10:30 amK and 1st	12:45-1:15 pmK and 2nd
	HIGHLAND PARK PARENT'S NIGHT 7-8PM		

FRIDAY NOV. 11	**STRODES**	10:30-11 amK and 1st	12:30-1 pmK and 2nd
	BURNHAM K-MART 7-8pm		

SATURDAY NOV.12	**WAL-MART MCDONALD'S**	12-1PM
	WAL-MART STORE	1-2PM

MONDAY NOV. 14	**MCCOY MANOR** 3PM

For help with reading call:

Adult Education & Job Training Center
248-4942

Mifflin County Library Literacy Program
242-2391

For more information or the **Jump Into Reading** video, call or write:

Mifflin County 2000
MCIDC Plaza Building 50
One Belle Avenue
Lewistown, PA 17044

Phone: 717-242-0393

The **Jump Into Reading** program supports National Education Goal Number One - "by the year 2000, all children will come to school prepared to learn"; and Goal Number Five - "every adult will be literate and will be able to compete in a global economy."

Jump Into Reading

My name is **Jumparoo** and inside my pouch is **Readit**. We came alive to tell parents and children about the importance of reading.

Reading Tips

▼ ▼ ▼ ▼ ▼ ▼

It is never too early to read aloud to children.

Choose a comfortable spot for reading.

Encourage your child to choose a book for reading aloud.

Don't be discouraged if your child seems uninterested. Start with just a few minutes of reading.

It is okay for your child to read at his/her own pace, skip around, or read a favorite book over and over.

Stories allow you to discuss fears, concerns, and emotions.

Reading is an any time, everywhere activity.

Show that you enjoy reading with your child. Keep it a happy time to be together.

Visit the library to find the right books for your child.

Reading is the basis of a good education. Get excited about the special gift you can give to a child . . . the gift of reading.

MC-2000

A Business-Education Partnership

MIFFLIN COUNTY 2000, Inc.

One Belle Avenue - Bldg.50
Lewistown, PA 17044

Phone (717) 242-0393
Fax (717) 242-1842

JUMP INTO READING

One of MC-2000's ultimate goals is a better-trained workforce, fed by young people who have continued their schooling through at least the 12th grade level and obtained better grades as a result of an incentive begun years before: a love of reading and a thirst for knowledge.

The "Jump Into Reading" video is directed to parents and grandparents (although it has a strong appeal for children, as well). Its message: that the single most important function parents can perform to help their children achieve in school is to instill in those children a love of reading.

The video provides actual instructions on reading aloud methods, in a variety of settings.

In addition to this 30-minute video supplied to you free, we are giving you 50 brochures containing tips for reading aloud to children. If needed, you may copy this brochure.

How to Use the Video and Brochures:

- set up the 30-minute tape in your busiest area.
- make the tape available through your resource room/lending library.
- if your organization offers seminars/workshops, etc., take this opportunity to show the video and distribute the brochures.
- lay out the brochures at a gathering place.
- include an article on the long-term importance of reading aloud to children, and the availability of the "Jump Into Reading" video in your newsletter.

Should you discover an additional way to use the video or brochure, please let us know so we may share it with other users.

Your assistance in promoting this important message - and even showing it - is a necessary element in the success of this project.

If you have any questions or if assistance is needed, please contact us at 242-0393.

Tuscarora Intermediate Unit
Adult Education and Job Training Center

CAROL MOLEK
Adult Education Director

ADELE T. CRAIG
Employment/Training Director

2/2/95

Dear Friends,

We hope you found the *Jump Into Reading* tape and materials helpful in educating everyone about the importance of reading.

We are interested in knowing how you utilized the tape. Please take a few minutes to answer the questions below and return this form to us so we can better plan for the future. Please call us with any questions you may have or to request any support or training that we may offer.

Sincerely,

Carol Molek

Adult Education Director

1. How did you utilize the Jump Into Reading Tape?

2. Was the tape used with individuals? small groups? large groups?

3. How many people in your organization viewed the tape?

4. What was the response from those who viewed the tape?

5. What follow-up activities would you like?

MCIDC Plaza ♦ One Belle Avenue ♦ Building 58 ♦ Lewistown, PA 17044
(717) 248-4942 (717) 248-8610 FAX
TIU 11 is an equal rights and opportunities educational service agency.

MC 2000 Jumparoo Video Distribution					
Location	**Phone Contact By**	**Delivering Video**	**Flyer**	**Pamphlet**	**Follow-up**
Mifflin Co Children & Youth Frank Crissman - 248-3994					
WIC Barb French - 248-5339					
Mifflin Co Library Elaine Dillman - 242-2391					
Mifflin Co Housing Auth 248-2624					
Mifflin Co Head Start Cathy Dysinger - 242-3032					
Mifflin Co Child Dev Mary Ann Demi - 242-1454					
YMCA Tony Perrotta - 248-5019					
TIU Pre-School for Handicapped 899-7143					
Magic Years Molly Reed - 242-3133					
State Health Center 242-3133					
Maternity Center-Lewistown Hosp 248-5411					

MC 2000 Jumparoo Video Distribution					
Location	**Phone Contact By**	**Delivering Video**	**Flyer**	**Pamphlet**	**Follow-up**
Adult Ed & Job Training Ctr 248-4942					
Pediatric Floor - Geisinger 242-4200					
Mifflin/Juniata AAA 242-0315					
Standard Steel 248-4911					
Lewistown Specialty Yarns 248-7881					
Empire Kosher 436-5921					
Overhead Door Corp-PA Div 248-0131					
Scotty's Fashions 242-1421					
Job Center 248-7897					
Mifflin Co Assist. Office 248-6746					
Sun Home Health Anne Kanagy - 248-3336					

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Team Meeting

Minutes

Tuscarora Intermediate Unit

Adult Education and Job Training Center

CAROL MOLEK
Adult Education Director

ADELE T. CRAIG
Employment/Training Director

5/20/94

Dear Friend,

I'm writing to invite your participation in the **Goal 5 Task Force** of **Mifflin County 2000**. I've been asked to chair this group by the Mifflin County 2000 steering committee and would like to build a group comprised of any community member interested in helping us meet the challenge of Goal 5:

Every adult in Mifflin County will be literate and will possess the knowledge and skills necessary to compete in a global economy and exercise the rights and responsibilities of citizenship.

The Mifflin-Juniata Adult Literacy Coalition has been in existence since 1989. Much of our work has been similar in nature to what will be required of the task force. Because of this we are using the Coalition as a starting point in the formation of the task force. However, we are very interested in recruiting a much larger group.

The first meeting will be held on Monday, June 20 at 10 a.m. at our Center. During this time we will develop an action plan to present to the Board of Directors of Mifflin County 2000. We look forward to your involvement in this important work. Please call me with any questions you may have.

Sincerely,

Carol Molek

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MC 2000 GOAL TEAM 5 MEETING

FRIDAY, JULY 22, 1994

Present: Carol Molek, Adele Craig, Carol Race, Sandy Middaugh, Pat Bramm, Sandy Bender, Barb Goss, Anne Lyter, Jim Oswalt, Shelly Moser, Penny Willard, Gary Gill, Sheree Goss
Guests from Penn State Continuing and Distance Education: Ron Avillion, Jack Sinclair, and Gretchen Leathers.

Carol Molek, Co-Leader, welcomed everyone to the meeting and lead the introductions.

Cathy Forsythe, Literacy Director, from the Mifflin County Library was chosen as the Co-Leader of Goal Team 5.

Jim Oswalt gave a brief background on Mifflin County 2000. MC2000 is a community based effort to support quality education in our area. Jim reviewed the 8 goals of MC2000. Goal 5 is Adult Literacy and Life Long Learning.

Ron Avillion, Director of Continuing and Distance Education at Penn State, was invited to speak concerning continuing education services in Mifflin and Juniata Counties. The evening classes at the Vo-Tech are designed as a "step-up" program. Students can earn a certificate and then earn additional credits for a four-year degree. Gretchen Leathers, Continuing Education Representative at Continuing and Distance Education at Penn State, would like to revive the advisory group to improve the continuing education program in this area. Ron Avillion would like to survey the local area to see what the needs are and match them with the resources at Penn State. Gretchen would like the people of Mifflin County know the resources that are available through Penn State and that MC 2000 and the Adult Education and Job Training Center could help in that effort.

Barb Goss suggested biology and chemistry classes for students planning to attend nursing school. Penn State Continuing Education would like to have other facilities to use for classes. Jim Oswalt suggested contacting some of the local principals to get information on using their classrooms and laboratories. Gretchen also would like to recruit instructors in this area.

Carol Molek agreed that there is a gap between what we offer and college level courses.

Suggestions were made for additional Goal Team members: Jay Jones, Ruth Dunmire, Pam Brumbaugh, Jenny Symonds, more tutors, Elaine Dillman, Betsy Coyle, other media representatives.

Carol Molek reviewed the Action Targets for the Goal 5 Team. Jumperoo, a family literacy project, has been funded through a grant from Mellon Bank. A grant to promote Goal 5 in our community and develop a strategic plan has been received from PDE ($3400). The Goal Team will support the statewide September literacy promotion "Never, Never, Never Think You Can't Make a Difference." Pat Bramm, Anne Lyter, Cathy Forsythe, and Debra Kennedy-Smith will work on that sub-committee.

Carol Molek, Barb Goss, Gary Gill, and Carol Race will be on the sub-committee working on a strategic plan for Goal Team 5.

Each sub-committee will meet before the next Goal Team 5 meeting.

Next meeting of Goal Team 5 will be Friday, September 16 at 10:00am at the Adult Education and Job Training Center.

MC 2000 Meeting - 10/21/94
TIU Adult Education and Job Training Center

Present: Carol Molek, Brian Frey, Cathy Forsythe, Brenda Funk, Barb Goss, Allison Fisher, Penny Willard, Jim Oswalt, Ginger Shade

-Jumparoo-

A lengthy discussion was held on the Jumparoo activities planned for November. Concern was voiced as far as planning and coordination of complementary activities. Our goal team wants to make sure the original intent of Jumparoo is not lost; that is, inspiring parents to read to and encourage their children. Our goal team will distribute the tapes and we'll take our parents over to the library when Jumparoo is there. We would have liked to have had Jumparoo at McCoy Manor. We will explore this with Natasha Snook. It would be great to have Jumparoo walk through McCoy Manor!
Allison discussed the McCoy Manor family literacy project. Our McCoy Manor project is to encourage parents to work better with their kids. Recruitment is very hard there.

Goal team 5 will take care of distributing the Jumparoo videos throughout the community to various social service agencies and business/industry. The intent in this distribution is for these agencies to have the video as a tool to educate their staff and clients. The list was discussed and some revisions were made to the video distribution list. The list: Children & Youth, WIC, Library, Housing Authority, Head Start, Child Development, YMCA - Kindergym, IU's Handicapped Pre-School, Magic Years, State Health Center, Maternity Center - Lewistown Hospital, Nursing Homes, Area Agency on Aging, Pediatric Floor - Geisinger, Shelter.

Business and Industry: (show video in employee lounge) Echo, Overhead Door, KB Aerotech, Scotty's, Standard Steel, Lewistown Specialty Yarns, Empire Kosher.

PBS is going to air the video on November 10th - this needs to be promoted. We may possibly have the costume 9 days.

There was also discussion about the Mellon Bank grant. The grant was written for MC 2000, the library and our Center to continue with Jumparoo activities. The cost has doubled to purchase the costume. Options were discussed since the cost is now prohibitive: We have 3 options: come up with more money to get the costume; design and have our own costume and keep it in the community; use money on rentals.

Joann Weinberger said she felt money was to support September Literacy Campaign so that it definitely was expected that the money would be utilized this

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program year. There will be reporting requirements later in the year. Our focus when writing for the money was to provide a mascot so we could promote family literacy events in the community. This was the premise that got us the money so we should stick to that plan.
Jim gave a history of planning the purchase of the costume. The price first quoted was $800 with "could be more" for the costume and that included robotics. Then he got $1500 figure.

Brenda and Cathy will pursue buying our own costume. They will come up with some suggestions for a Jumparoo friend which we will permanently own. This costume could be used at library, Kid Connection, many different times and places.

Carol will write up what should be covered when we contact the organizations with the video. As far as a pamphlet, we could print one in-house at a low literacy level. We will also do a flyer for 11/10 PBS showing.

-Social Gathering-

Carol: Scheduled for Monday, November 14 at the Holiday Inn. Nine possibly. Return form to Carol if you haven't already.

-September Literacy Promotion-

Cathy: Very disappointing. There were no billboards in this area.

Jim: Nothing in newsletters that I receive.

Brian: Materials were received too late.

-Mifflin County School District In-Service-

Carol: Very positive. We (Allison, Suzanne, Esther) presented to elementary school teachers at Highland Park. The feedback we received was wonderful. We promoted MC 2000 - not everyone knew about it. The evaluations we received were very helpful. We're organizing the data from these for future use.

-Strategic Planning-

Carol: Debra, Cathy and I are working on the mission statement and management audit. See draft.

Jim: Goal Team 8 - Susan Ridings - getting the parents involved in general. They are trying to find strategies to get parents involved. Mostly mothers. Two men will be going to next meeting. Goal Team 5 will interface with Goal Team 8 - getting parents who are not involved.

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Barb: For the PA State Archery Newsletter this month I did an article on PA 2000.

Brian: Anything on the goal line?

Jim: Checking on that -trying to get involved.

Carol: **Next Meeting - December 9 - 10:00 am - Adult Center**
(We will meet before then on strategic planning and to discuss costume).

Tuscarora Intermediate Unit

Adult Education and Job Training Center

CAROL MOLEK
Adult Education Director

ADELE T. CRAIG
Employment/Training Director

MC 2000 Goal 5 - Team Meeting
January 26, 1995
TIU Adult Education and Job Training Center

Present: Adele Craig, Allison Fisher, Cathy Forsythe, Brian Frey, Gary Gill, Barb Goss, Anne Kanagy, Carol Molek, Jim Oswalt, Ginger Shade

Membership: Carol stated that we need to increase the membership of the committee. Many of our members are in school or working. It was decided to try to have some business/industry members on the committee. Anne suggested contacting Jay Yoder at Ford New Holland. Adele suggested Empire Kosher; Cathy will make the contact there. Barb mentioned that there is a student in class (Brian Myers) who is a supervisor at Altrista (formerly Ball Unimark) and possibly we could get someone from there. It was decided that we would not contact C-Cor at this time. Jim mentioned that he had drafted a letter and a survey to local businesses and industries inviting them to join MC 2000 symposiums regarding different goals. There were replies from those that would like to be involved, those who would like information and maybe respond to membership at a later time. Carol stated that we would have liked to have been involved with this. Cathy questioned if the letter/survey was sent to unions stating that they are community minded people. Jim said that they weren't included. Carol felt this would be a good idea to contact them to be part of this committee. Anne also suggested Paula Davis who works at William Penn and Rick Bender who is pastor at the Church Hill United Methodist Church. Carol is contacting Wilda Fisher from the Shelter. Jim Oswalt checked with Jay Jones and he referred him to the ministerium. After speaking to the ministerium he had no response. Gary said that the Employer's Advisory Council put together a newsletter and he said we could put a article in the newsletter. If you can think of any others to contact please do so or let Carol know.

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Jumparoo Follow-Up: A follow-up questionnaire will be distributed to all agencies/industries that received a free tape. Questions to be included are: What response did you get? What should we do now? Any other activities come as a result of this? Was it used in small or large groups, or one-on-one? Jim stated that this information would be good internally but also maybe useful when talking about the Mellon grant. Cathy and Brenda checked into costumes. After looking at pictures available it was decided to go with the "Moose." Brian suggested the name "Bookwinkle!" Prices on purchasing costumes run from $500 to $800. Cathy received a call from Mary Ann Beaver a local person who makes costumes. Cathy will contact her to see if she could design a "moose" and get prices. Brenda will ask Sharon Havice (owner of Hardee's) about using the "moose" because that is Hardee's mascot and also check with her about being on our committee. Jim thought we have about $850 left; we spent money on paper supplies and renting "Jumparoo." It was unanimous that we should not rent a costume any more. We need a costume available all the time to use for many, many different activities.

Bookpins: Housepins, Bookpins, People Pins are available: these sell for $10.00 and are only used as fundraisers. A pamphlet and Cathy's pin was passed around. It was decided to buy 200 bookpins and the profit would go to MC 2000 Goal 5.

Family Literacy at McCoy Manor: Report from Allison - Carol and Allison met with the Housing Authority; they were very responsive. After speaking with Cindy Mattern from the Housing Authority, she agreed to do incentive money to encourage people to participate in the family literacy project. There will be a student of the month each month and they will receive a $25.00 gift certificate from Wal-Mart. The student must be a resident and come every week. We will wait till the end of the program to reward them. The Housing Authority is doing advertisements in their newsletter. We are including Lawler Place this time and possibly use the van there for people. From the community MH/MR and Barb Allison have been helpful. Susan and Allison will go door to door on February 14 (with a valentine invitation). The program starts February 16. We had a much better response with the afternoon group at McCoy Manor. Brian is helping to develop a portfolio assessment for the workshops to gauge progress. Suzanne, Esther and Allison are presenting on this project at the PAACE MidWinter Conference.

Action Plan: We can add: bookpins and "Bookwinkle Moose." We have 3 dates scheduled for Early Start; 3 dates scheduled for Headstart; WIC; Kid Connection, and McCoy Manor.

Strategic Plan:
The **Management Audit** is ongoing. Hopefully we will have something specific at the next meeting.
Values Clarification- Our major concern is: "How is literacy valued in Mifflin County?" There is not much support for literacy. Funding is decreasing for literacy. This is why we need community support.
Mission Statement: Our goal should be that the value of literacy will be developed. We need to respond to the National Goal. We need to let them see what impact it will have on them. People don't want to accept the fact that people can't read and no one cares about them. Anne suggested doing articles in newspaper about people learning to read, maybe a monthly column; possibly check with Susan Rupp at the County Observer. Cathy stated that students do not want to. Carol thought newspaper articles concerning each goal would be helpful. Jim mentioned that this was started but after Jim Dible left the Sentinel it never continued. He stated that we do guest spots on WIEZ Editorial Board and focus on literacy.
Suggestions for Mission Statement: We need to support Goal 5 - awareness of literacy needs to be within the home and workplace. The mission of the group is to increase community awareness of the literacy needs within Mifflin County to identify service opportunities, what is deficient in the home and workplace. We know the need. We need to create the opportunity for all adults to be literate. Carol suggested that we would come up with some statements and send them out and then get feedback.

Carol told Jim that he will have an article from us (Jim needs article by 2/8) and we will send a representative for the February meeting. Cathy and Carol will be out of town.

Next Meeting: March 16, 1995 - TIU Adult Education and Job Training Center - 1:00 PM

Tuscarora Intermediate Unit
Adult Education and Job Training Center

CAROL MOLEK
Adult Education Director

ADELE T. CRAIG
Employment/Training Director

MC 2000 Goal 5 - Team Meeting
March 16, 1995
TIU Adult Education and Job Training Center

Present: Adele Craig, Carol Molek, Ann Kanagy, Brenda Funk, Wilda Fisher, Gary Gill, Jim Oswalt, Brian Frey, Cathy Forsythe, Ginger Shade

Introductions: Wilda Fisher from the Shelter was introduced as a new member.

MC 2000 - Update:
The most recent copy of the newsletter should be out in three weeks. MC2000 is launching a 5 year pledge drive. A list of potential contributors is being developed as well as a portfolio. Contributions will be received at different levels (Associate's Degree, Bachelor's Degree, Master's Degree - the more you give the higher the degree you receive). The million dollar endowment will operate programs into the 21st century. At the May 10 membership meeting there will be an election of officers. The membership drive is in June. There are a total of 180 individual members (those contributing $5.00 or more) and 47 corporate memberships ($100 or more). Hopefully membership will be expanded in June.

Incentive Grants: educations grants - earmarked up to $6000 for grant projects within the school district.

We have student scholarships. We funded money for prizes for the Science Fair at Lewistown High School, from there the students can go to regional competitions and then to state competitions.

At the Lewistown Middle School (Early Bird Program) we paid teachers to come in early to tutor students, there were 50-75 students served. Statistics show that this is a form of dropout prevention.

At the Lewistown High School they have a program (Wilderness Adventure) for special ed students. This is a program that teaches first aid, swimming, and they will be going to a research station at Juniata College for 3 days

Carol stated that we have the guidelines to write an educator grant for Goal 5.

Jim stated that there was $6,000 budgeted for next year. Jim is hoping to get the announcement out soon. Principals will be notified. The proposals are due May 15 and should focus on one Goal. Carol suggested that possibly two different agencies could work together collaboratively: child care/adult ed. Carol suggested that the announcement of funds should be put in the

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newspaper as a public notice as opposed to just a news article.

Carol stated that she would like us to do more interfacing with other goals. It is important that the goals interact and there should be more goal activities together.

State and Federal Funding: The state funds for ABE and the library are still in the governor's budget. The federal money is in jeopardy. Our CSBG money does not look good although when we were monitored the monitor felt that the money was still there - just the opposite of what we are hearing. This is serious for us. The Department of Community Affairs is being absorbed by the Department of Commerce, which was previously federal money. Our Summer Youth money is also in jeopardy. Our JTPA money will be down for next year. We will be trying to get welfare money for people on assistance. Out-of-School (18-21 years old) money is at risk - this includes our pre-employment classes/basic skills and community projects they do. Adele stated that we will probably be starting July 1 without knowing anything. We've been having a letter writing campaign (staff and students). Our clients are still there - we may not have the money to serve them.

Jim mentioned that the Chamber of Commerce Egg N' Issues Breakfast will be on March 22 at the Camelot. Senator Corman and Senator Mike Fisher will be there to talk about budgets.

Discovery Town Meetings Broadcasts:
"Learning to Read" will be aired June 2 on the Discovery channel.

COORS literacy campaign: Information piece

ESL:
Classes starting March 28 at the TIU AEJTC. There are many Russian immigrants in the community and we have had a lot of requests for these classes. Allison Fisher and John Havlik will be the instructors. Cathy Forsythe is recruiting for us.

Activities:
"Bookwinkle" costume: Mary Ann Beaver is making the costume. She will be getting back to Cathy with an estimate.
Brenda Funk said she talked to Sharon Havice from Hardees and she said it was fine to use the Moose.
We received 5 "Jumparoo" evaluations back. They were very positive and felt that the tape was good and very useful.

Pin Sale: Bookpins are available - $10.00 each.

Strategic Planning: As far as the Management Audit - we have statistics developed. We will continue to work on this.

Next Meeting: May 17 - 1:00 PM. - TIU Adult Education and Job Training Center

Tuscarora Intermediate Unit
Adult Education and Job Training Center

CAROL MOLEK
Adult Education Director

ADELE T. CRAIG
Employment/Training Director

MC 2000 Goal 5 - Team Meeting
May 17, 1995

Present: Cathy Forsythe, Jim Oswalt, Brenda Funk, Carol Molek
Ann Kanagy, Kathi Frye, Ginger Shade

MC 2000 Update: Newsletter should be out soon; new officers have been elected. Kim Morgan from Goal Team 4 gave MC 2000 a computer. The computer is being housed here. Times to use it are from 8-9 AM and 3-4 PM and several nights a week from 6-9. Hopefully all other Goals Teams will use the computer.

Goal Team 5 Year End Report: reviewed (copy attached).

Funding Update: We are seeing cuts to all community services.
As far as the Adult Education and Job Training Center is concerned our state funding will hold for this year. We have lost a lot of special funding. The federal funding is up for reauthorization for next year. We were only funded for two special 353 grants. One grant that we did receive was for funding to develop a model for cross-training for agencies and service providers in the community. There is not going to be a Department of Community Affairs, although that money will remain for this year. We also wrote an Even Start proposal. There will be no Homeless program money after January '96. Our goal here is to stay afloat. We do have money for dislocated workers because of Danks and Scotty's. Kathi Frye stated that for now funding for the Abuse Network seems to be ok.

We have received information for a proposal from the League of Women Voters for a community connection project ($3,000). It could be specially based for MC 2000. Carol also wrote an incentive grant for $800 for family literacy - Head Start. There is also a grant available from National Book Scholarship Fund to get free books - up to $5,000.

PA 2000 Report: Reviewed and discussed what grants are available.

ESL: We have a few people coming; will be ending soon.

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National Literacy Day - July 2 : Carol will do a press release for the papers and radios. It was suggested to set something up in the case at the library. Cathy will talk to Sandy Hummel about setting up a display. Jim said he would make an appeal to major employers to take action such as reading a book to your child. He said he could send a letter to employers with an example of ideas and see if they would be willing to distribute or possibly check with payroll clerk and put something in paycheck. Employers to consider: Lewistown Hospital, Sun Home Health, industries in MCIDC, banks. Cathy will fax information to Carol concerning this.

Activities: We still have lots of pins for sale. If you need more or have money, see Ginger.

Cathy hasn't been able to get a price for sewing the costume because she hasn't been able to get in touch with Mary Ann Beaver - she will continue to try. We could pay for materials up front and pay for labor later on. Hopefully we can have the costume and have a back to school event. Ann suggested using "Bookwinkle" in the Bicentennial parade in September and pass out books or bookmarks.

Kid Connection was a huge success!

June 20 - Regional Staff Development Advisory Meeting - `8:30 - 11:30 at Intermediate Unit - you are invited to view the teleconference on reading.

Next meeting: Wednesday, August 16, 1995 - 1:00 PM